



WXYZ

ORDER

Print Date 11/13/12 Page 1 of 2

Flight Dates 10/30/12-11/06/12

<u>Contract / Revision</u>	315684	/	314-Michigan Education Associatic	<u>Alt Order #</u>			
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
10/23/12	10/31/12		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	Michigan Education Associatic		1322 G Street SE	<u>Billing Cycle</u>	EOM/EOC		
			Washington, DC 20003-3021	<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Mundy Katowitz Media Inc			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	POL	ISS
1322 G Street SE			<u>Sales Region</u> NAT	<u>Product Codes</u>	DO		
Washington, DC 20003-3021			<u>Agency Ref</u> 2	<u>Priority</u>	FX		
				<u>Advertiser Ref</u>			

Primary Account Executive

www.yourteam.com
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	32	\$40,460.00	\$47,600.00	0.00	10/29/12	11/06/12	32	\$40,460.00	\$47,600.00
Totals	32	\$40,460.00	\$47,600.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																	Amount
N 1	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni		CM	430a-5a		11111--	:30	5	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12		11111--		5	\$300.00	0.00								
		Week: 11/06/12	11/12/12		- 1-----		1	\$300.00	0.00								
N 2	WXYZ	10/30/12	11/06/12	GMA M-F 7-9am M-F 7-9am		CM	7-9am M-F		11111--	:30	5	\$2,000.00	FX	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12		11111--		5	\$2,000.00	0.00								
		Week: 11/06/12	11/12/12		- 1-----		1	\$2,000.00	0.00								
N 3	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am		CM	SAT 7-8am		-----S-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00



WXYZ

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Contract / Revision315684Flight Dates 10/30/12-11/06/12Hiatus DatesOriginal Date / Revision 10/23/12/ 10/31/12Order Sep 00:20:00Advertiser Michigan Education Assoc Product 314-Michigan Education As: Estimate # 1829

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
GMA SAT 7-8am																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-----S-		1	\$1,200.00			0.00						
N 4	WXYZ	11/03/12	11/03/12	SA 8-10am Action News	CM	8-10a			:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
				SA 8-10am Action News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-----S-		1	\$1,200.00			0.00						
N 5	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am			:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
				Action News SUN 8am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-----S		1	\$1,200.00			0.00						
N 6	WXYZ	10/30/12	11/05/12	M-F 9a-10a	CM	9-10am M-F			:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
				M-F 9a-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	111- 1--		4	\$1,500.00			0.00						
N 7	WXYZ	11/01/12	11/05/12	12p Noon News	CM	12-1230p			:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
				12-1230p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	1-- 1---		2	\$1,800.00			0.00						
N 8	WXYZ	10/31/12	11/02/12	6p News	CM	6-630pm M-F			:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
				6-630pm M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-- 1- 1--		2	\$3,000.00			0.00						
N 9	WXYZ	10/30/12	11/05/12	7p News	CM	7-730pm M-F			:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
				M-F 7-730p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	11- 1---		3	\$3,000.00			0.00						
N 10	WXYZ	11/04/12	11/04/12	Early News Su	CM	6-630pm Sun			:30	1	\$2,200.00	FX	0.00	NM	1	\$2,200.00
				Su 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-----S		1	\$2,200.00			0.00						
N 11	WXYZ	10/31/12	11/06/12	M-F 1205a-105a	CM	1205am-105am	M-11111--		:30	5	\$750.00	FX	0.00	NM	4	\$3,000.00
				Jimmy Kimmel Live												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	1- 111--		4	\$750.00			0.00						
		Week: 11/06/12	11/12/12	- 1- ----		1	\$750.00			0.00						
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>				<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5 WXYZ 11/06/12-11/12/12 M-F 1205a-105a				1205am-105am			-T-----		:30	(\$750.00)	0.00	NM				
<i>Credited</i>																
N 12	WXYZ	10/30/12	10/30/12	M-F 106a-206a	CM	106am-206am	-T-----		:30	1	\$400.00	FX	0.00	NM	1	\$400.00
				M-F 106a-206a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	-T-----		1	\$400.00			0.00						
Totals														32	\$47,600.00	